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**PERFECT
ROSES
ARE
EASY
TO GROW**

=1948=

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FROM

JACKSON & PERKINS CO.

10 Rose Lane,
NEWARK, NEW YORK

An arrangement of New Yorker . . . the BEST red rose of all time.

JACKSON & PERKINS CO.

World's Largest Rose Growers



NEWARK, NEW YORK . . THE ROSE CAPITAL OF AMERICA

OFFICE OF THE
PRESIDENT

Dear Gardener:

You are missing one of the big treats of the season if you haven't carefully gone through the new J. & P. Fall Catalog of Roses and Perennials. This is the book of newest J. & P. garden wonders that we sent to you a short time ago. Take that gorgeous New Yorker on the cover for example. Plant it this Fall and your garden becomes richer by the addition of America's most glorious, most brilliant red rose.

Remember that - EVERY PLANT IN OUR CATALOG WILL BE EVEN MORE BEAUTIFUL IN YOUR GARDEN.

Remember that - ROSES GIVE YOU MORE GARDENING THRILLS AND ENJOYMENT THAN ANY OTHER FLOWER.

Remember that - J. & P. MODERN ROSES ARE LARGER.....
MORE COLORFUL MORE PROFUSE.

Even a small garden holds its head higher takes on a whole new personality when Roses are added at conspicuous locations. Look through catalog with absolute confidence that you can easily grow flowers just as beautiful - even more colorful - and you can have the added thrill of watching them develop to their rich, awe-inspiring perfection.

Why You Should Plant Next Year's Garden NOW!

Experts say that Fall is the ideal time to plant roses. There are several good reasons why they say this:

..... Any bush set out this Fall anchors itself firmly and grows almost like an established plant next Spring.

..... Fall planting assures you of earlier - larger - more beautiful blooms than would be possible if you wait and set the plants out next Spring.

If Your Garden Could Talk It Would Say:

"LOOK THROUGH THE J. & P. FALL CATALOG AGAIN." No garden is ever perfect. There is always room for improvement. Select from our catalog the roses that you like best and order them at once so you can be sure to get

them planted this Fall. WE WILL SEND THEM TO YOU PREPAID AT THE PROPER TIME FOR PLANTING IN YOUR LOCALITY. Next Spring they start growing at the first sign of warm weather and by June only an expert would ever know that they had been planted so recently.

BUT there is no time to lose! Look through the catalog and send us your order today.

Yours for better gardening.

CH Perkins

THIS IS THE
NEW FALL CATALOG
WE SENT YOU SOMETIME
AGO. IF IT DID NOT
ARRIVE, PLEASE LET US
KNOW.



DID YOU SEE
THE NEW
CATALOG?

DID YOU SEE
THESE NOTABLE
ROSES?

Free Planting Guide with every order
gives easy suggestions on growing roses . . .

When you order roses from J. & P., right with the plants you receive complete instructions on soil preparation, planting and general care. By following these few simple instructions, you can be certain of getting good results. You can have roses right in your own garden that are even more beautiful than those illustrated in the catalog.

The Planting Guide also contains many suggestions on how to use roses and perennials to make your garden and grounds more beautiful and more interesting. Hundreds of thousands of customers who have used this Planting Guide advise us that it is the best garden guide they have ever seen.



Jackson & Perkins Co. *World's Largest Rose Growers*

NEWARK, NEW YORK . . . THE ROSE CAPITAL OF AMERICA

Garden Treasures You Can't Afford to Miss

HIGHLIGHTS FROM THE NEW CATALOG WE SENT YOU AS A GIFT

HYBRID TEAS



THE HYBRID TEA IS THE QUEEN OF ALL FLOWERS

You will get more personal enjoyment and satisfaction from even a small planting of Hybrid Teas than you will from any other flower. The large stately blooms with their perfect form, lovely colors and haunting fragrance give you endless pleasure continuously from Spring through Fall.



NEW YORKER

(Plant Patent Applied For)

The Best Red Rose of All Time

A truly red rose that stays red until the petals wither and fall. The color is deep and rich but at the same time very clear and sparkling. The tremendous blooms often measure 6½ in. across. Agreed by many experts to be the BEST of all red roses. Not only is the color long lasting and sun-resistant, but the bushes are also upright and vigorous. The new shoots and new growth are bright red adding to the interest and beauty of New Yorker in your garden. Awarded Gold Medal for 1948, in a test of 152 varieties at The International Test Garden, Portland, Oregon.

\$2.00 each, 3 for \$5.00,

ENCHANTMENT

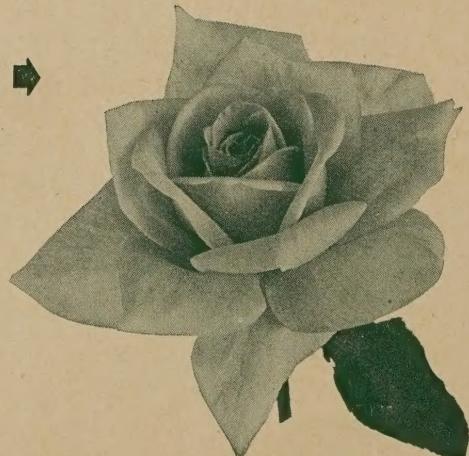
(Plant Patent No. 737)

Enormous Peach-Pink

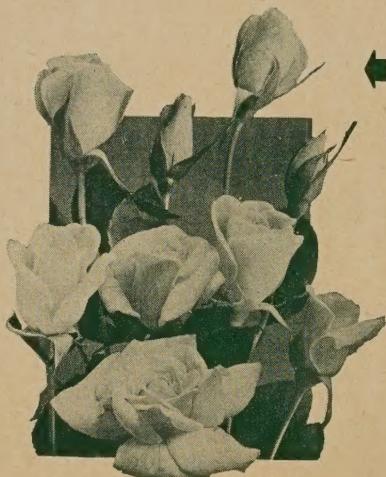
Early next June, Enchantment will produce a great display of large stately buds. Apricot tinged outside deepening to clear yellow at the base. These lovely buds open gracefully to high-centered blooms of enormous size... entrancing peach-pink with delicate yellow at the base of each petal.

Plants are very vigorous and upright, from 2 ft. to 3 ft. high, with a wealth of rich dark green foliage. Every plant is vigorous and disease-resistant; blooms repeatedly all Summer long.

\$2.00 each, 3 for \$5.00



Here are but a few of the outstanding varieties of Hybrid Teas and Floribundas that you will find in our new catalog. Each variety has proven itself of superior quality and will make your garden more beautiful than you ever imagined it could be. Every plant is guaranteed to live and bloom. Choose from these varieties or better yet refer to the catalog we sent you a short time ago for more complete descriptions and gorgeous natural color illustrations of all these roses and many others.



FANTASIA

(Plant Patent No. 590)

Clusters of bright yellow buds and blooms. Sparkling always abundant Fantasia can always be depended upon for fabulous masses of blooms in a radiant golden color. Continuously throughout the Summer and Fall, miraculously buries itself in clusters of bright yellow pointed buds that almost cover the plant completely. Each bud opens gradually, showing a rich deep yellow center fading to soft pale yellow at the edge of each downy petal. Blooms are medium sized, high-centered, of exquisite form; 30 to 35 satiny petals with a silvery sheen outside. Lightens to cream yellow as the flowers finish. Vigorous bushy plants are about 30 in. tall.

This is a remarkable free and dependable yellow rose blooming in great abundance in June and reblooming consistently all Summer and Fall.

\$1.50 each, 3 for \$3.75,

PINOCCHIO

Clusters Of Pink Flowers . . .

Always In Bloom

(Plant Patent No. 484)

Undoubtedly the best known Floribunda rose in America. From June continuously until frost Pinocchio is a continuous show of exquisite flower clusters. The dainty buds are rich appealing salmon, flushed with gold at the base, gradually changing to soft clear pink as the "Sweetheart" flowers open and the edges become deeper pink. Exotic fruity fragrance. The cool pink masses of blooms are striking in mass plantings and edgings for paths, drives, beds and borders. Very prolific, continuous; hundreds of blooms to every bush. Each like a miniature Hybrid Tea, 1½ in. across.

\$1.25 each, 3 for \$3.15,
12 for \$12.50



TO ORDER, USE HANDY

GOLD
(Plant Patent No. 590)

Recently won
Medal of The
Society which
"BEST NEW
ROSE IN 1948"

The first true
Floribunda. The
bright yellow
colorful and
buds resemble
Teas. They open
fully, passing
attractive buds
blooms are
open to a full
Each cluster
fresh new buds
the golden yel

\$1.50 each

12 for \$12.50

To Miss This Year!

OU A SHORT TIME AGO

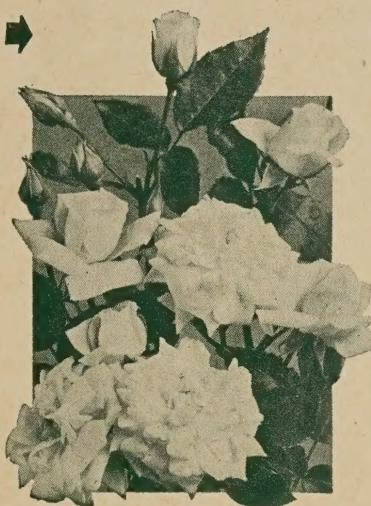
GOLDILOCKS

(Plant Patent No. 672)

Recently won the John Cook Medal of The American Rose Society which is awarded to the "BEST NEW AMERICAN ROSE IN THREE YEARS."

The first true golden-yellow Floribunda. The generous clusters of bright yellow roses are particularly colorful and showy. The ovoid buds resemble miniature Hybrid Teas. They open slowly and gracefully, passing through many attractive bud stages. The half open blooms are cupped and gradually open to a full $3\frac{1}{2}$ inches across. Each cluster lasts a long time as the fresh new buds keep replenishing the golden yellow mass.

\$1.50 each, 3 for \$3.75,
12 for \$15.00



WORLD'S FAIR

(Plant Patent No. 362)

You'll treasure World's Fair for its clusters of velvety rich scarlet blooms that practically hide the luxuriant foliage in June. The color becomes dark maroon in the Fall. Particularly striking in mass displays, the clusters of handsome flowers, each 4 in. across, make a continuous display from late Spring until frost stops the performance. The plants are vigorous and bushy, about 30 in. high. Like all Floribundas, they are disease-resistant and very easy to grow.

\$1.25 each, 3 for \$3.15,
12 for \$12.50

FLORIBUNDAS



FOR CONTINUOUS MASSES OF COLOR, FLORIBUNDAS ARE OUTSTANDING.

Remarkable clusters of blooms on hardy, vigorous, disease-resistant plants make Floribundas the ideal garden rose for bold color effects. Plant them in groups throughout the garden for a breathtaking display for many months.

HANDY FORM ON OTHER SIDE

Here's Why . . .

FALL PLANTING IS Better!

You'll enjoy better results if you plant roses this Fall than if you should wait and plant them next Spring. Fall planting assures you of earlier, better blooms next June because the new plants anchor themselves firmly in the ground and are ready to grow vigorously just as soon as the weather becomes mild. This means that next Spring the plants will enjoy normal uninterrupted growth practically the same as an old established plant.

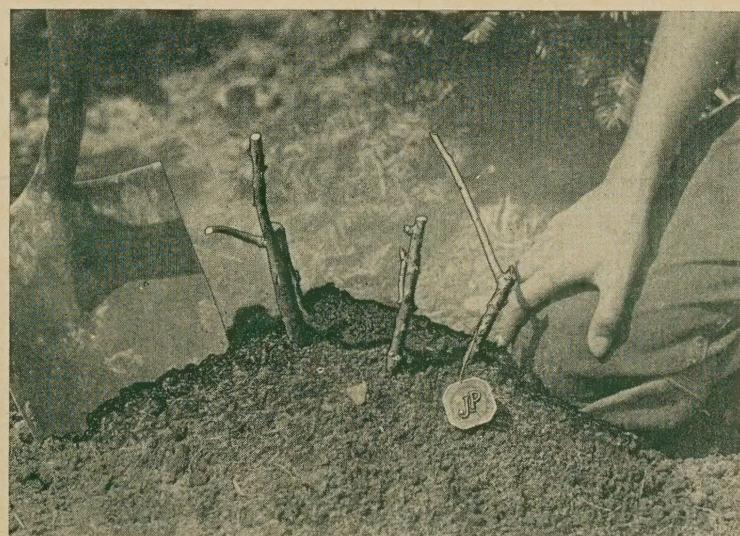
If you wait until Spring to set out new roses, the ground is so muddy and wet early in the season that you can't plant until comparatively late. The Spring ground is impossible to work until it has partially dried out. On the other hand, Fall planted roses start growing just as soon as the weather is mild and by mid-season, when you might start Spring planting, your Fall planted bushes are already showing signs of vigorous new growth.

ENJOY SEVERAL WEEKS OF ADDITIONAL BLOOM

The difference between Spring and Fall planting is several weeks of additional bloom and, of course, the established Fall plants are earlier to flower, are also larger and more vigorous.

There is very little danger of serious Winter injury in Fall planting if you mound the soil several inches around the stems of each plant right after the ground becomes frozen. This is nothing more than the normal Winter protection which any rose requires in localities where the temperature drops to zero. Simply make a mound of earth 6 in. to 8 in. high around the base of each plant, covering the hip or graft and the lower portion of the stems. The illustration below shows the simplicity of doing this correctly.

Year in and year out the experts agree that Fall planting of roses gives the best results except in the extreme South where the temperature never drops below freezing.



YOU'LL ENJOY EARLIER LARGER BLOOMS NEXT SPRING FROM ROSES PLANTED THIS FALL.

Follow the advice of the experts and get your roses planted this Fall so that you can be sure of vigorous early growth as soon as the weather is warm next Spring. Fall planting is perfectly safe as long as you follow the simple suggestions above for Winter protection.

Views of the J. & P. Display Garden



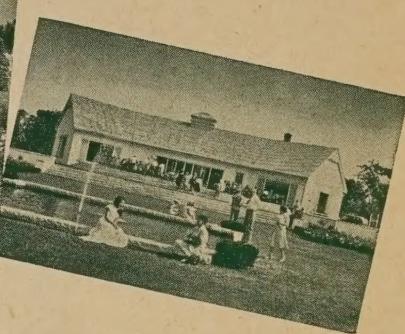
More than 30,000 rose plants, producing millions of blooms each season, await your inspection.



A printed Garden Guide enables you to locate your favorite varieties in any section of the Garden.



Tree Roses and Climbers as well as Floribundas and Hybrid Teas complete the breathtaking picture.



The Garden House with its terrace and reflecting pool is a feature visitors never forget.

HOW YOU CAN HAVE A MORE BEAUTIFUL GARDEN

Wherever you have room for an additional plant or two, set out roses this Fall. Formal gardens of roses and perennials will welcome a few of the new modern varieties of Hybrid Teas. Informal gardens or shrub and evergreen plantings become more beautiful and richer if you add a few groups of Floribunda roses with their

magnificent clusters of handsome blooms continuously throughout the season.

You should paint your garden with lavish broad strokes of color for interesting patterns and color combinations. The more generously you use colors, the more striking, the more unusual, your garden will be.

WHY YOU CAN ALWAYS BUY FROM J.&P. WITH CONFIDENCE

TEAR OUT AND MAIL THIS CONVENIENT ORDER FORM!

JACKSON & PERKINS CO.

10 Rose Lane, NEWARK, NEW YORK

Please send at proper planting time:

Amount Enclosed

\$

Quantity	ITEM	Price

NAME _____

ADDRESS _____

CITY OR TOWN _____ STATE _____

SPECIAL J. & P. GROUP

Leading "Modern" Favorites

Group No. 748

- 1 Diamond Jubilee—Best Buff
- 1 New Yorker—Best Red
- 1 Eclipse—Best Yellow
- 1 Enchantment—Best Pink

Value \$7.35

Save \$1.20

Only \$6.15



OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

We guarantee every plant to flower the next normal blooming period after planting. We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new imported varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

**Every
J.&P. Plant is Guaranteed
to LIVE and BLOOM!**

Every J. & P. plant is guaranteed to live and bloom. Order your J. & P. roses this Fall with absolute confidence that they will give you complete satisfaction. They are larger, more vigorous and more beautiful than any other roses you can buy. Your garden can be more beautiful than you ever imagined if you plant some of the outstanding modern roses and perennials offered in the catalog we sent you recently.



FOUR PRIZE WINNING ROSES!



DIAMOND JUBILEE

Very large, non-fading buff-orange.



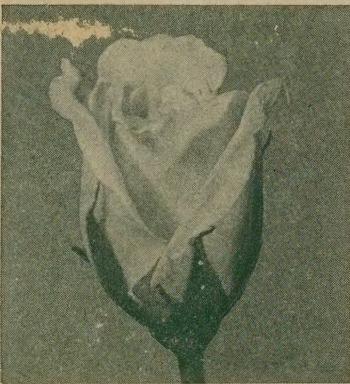
MARY MARGARET MC BRIDE

Deep coral-pink of perfect form.



RUBAIYAT

Brilliant red; unusually vigorous.



ECLIPSE

Yellow; noted for graceful buds.

DIAMOND JUBILEE—(Pl. Pat. App. For.) An enormous warm, glowing buff-orange rose, deeper in cooler weather, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across. Opens slowly. Lasts exceptionally well. \$2.00 each, 3 for \$5.00.

MARY MARGARET McBRIDE—(Pl. Pat. No. 537.) Outstanding deep coral-pink with shimmering gold at the base of each velvety petal. Non-fading even in the hottest weather. 4 to 5 in. across, with perfection of form and color at all times. Alluring fragrance. \$1.50 each, 3 for \$3.75

RUBAIYAT (Pl. Pat. No. 758.) A brilliant red with a profusion of long graceful buds early in June if planted this Fall. A riot of deep crimson in the heart of each bloom as the bud unfolds. \$1.50 each, 3 for \$3.75

ECLIPSE—(Pl. Pat. No. 172.) America's most popular yellow rose. Especially noted for its slim "streamlined" buds which often exceed 2" in length. Plants are literally covered with these graceful buds, held erect above the luxuriant foliage. \$1.35 each, 3 for \$3.40

DEPENDABLE FOUR GROUP 738

One each of four illustrated at left:

Eclipse

Rubaiyat

Mary Margaret McBride

Diamond Jubilee

Value \$6.35

Save \$1.05

Only \$5.30